

**Press Release**

For Immediate Release

**Cyberport enhances Technology Centre with Master Control Centre to bring in state-of-the-art technologies and multi-format support to the industry**

*Spearheading the adoption of 4K standard in digital entertainment and solving key challenges in 4K content production to capture international market opportunities*

**Hong Kong, 23 January 2014** – Hong Kong Cyberport Management Company Limited (Cyberport) today announced the launch of the new Master Control Centre (MCC), as an enhancement of Technology Centre (TC), serving as Hong Kong's first 4K resolution and multi-format supported platform to facilitate the adoption of Ultra HD in the region's digital entertainment (DE) industry.

The 4K Ultra HD standard is gaining traction worldwide. As 4K display technology is now widely adopted around the world and affordable 4K cinema camera technology becomes a reality, it is expected that 4K live broadcasting will be leading the film market, spearheading the adoption of the 4K standard in content creation and production. The 4K resolution contains four times as many pixels as the current generation of 1080P HD format, as exciting as it may be, it also poses great challenges in the production and transmission of such content, creating major hurdles for the DE industry to overcome before consumers can fully benefit from it.

As the visionary leading ICT hub in the Asia Pacific Region, Cyberport is committed to bringing in and providing cutting edge technologies to the industry with pioneering vision on the latest market trends (HD, 2K, 4K, etc.) in order to capture the international market opportunities and benefit the entire industry. Cyberport TC adopts innovative and advanced technology to provide state-of-the-art ICT infrastructure conducive to the creation and development of a strategic ICT industry cluster in Hong Kong. To provide even better facilities and equipment to enhance content creation after the introduction of the Digital Cinema Exchange (DCX) platform, TC is taking the lead to launch the MCC to act as the catalyst of growth for the local DE industry, especially in broadcasting and post-production businesses. Under TC, the MCC will support players in the DE industry, including film exhibitors, film companies, production houses, content distributors, education institutions, as well as Cyberport tenants and visitors in multi-format content creation and distribution.

"We are glad to have proceeded with the first 4K live streaming trial three years ago as we see the rise in demand for quality digital content," said Dr. David Chung, Chief Technology Officer of Cyberport. "Equipped with the state-of-the-art equipment and facilities, the inclusion of MCC in TC will be yet another showcase of how Cyberport is supporting the industry by providing bleeding edge technologies to market players in post-production and live broadcasting services. Serving as Hong Kong's first multi-format supported platform, Cyberport believes MCC will allow the content creators and distributors to fully realise their ideas and visions and go farther than they ever could, benefitting the entire digital entertainment industry in the long run."

**Master Control Centre** - *Hong Kong's first multi-format supported platform supporting the content creators*

Equipped with a full range of **satellite reception and fully automated monitoring facilities**, MCC serves as the nervous system of TC for handling all **incoming and outgoing signals**, offering **centralised multi-channel and multi-function broadcasting capabilities** to support the DCX

operation. It will form a main operation centre supporting the high bitrate digital content and digital-based workflow for digital cinemas to accommodate the increasing alternative content such as concerts, opera and ballets which are gaining popularity on the silver screens around the world.

Apart from supporting **multi-format conversion**, MCC helps to streamline the production workflow and is able to support **2D to 3D conversion, 2K and 4K editing, digital cinema output**, etc. The MCC is also equipped with **4K digital cinema projection** and professional cinema surround sound system to facilitate production screening for content creators.

This multi-format supported platform is capable of **encoding and decoding live signal** so as to accommodate the various video format transmission for live broadcasting, allowing content creators and distributors to express their limitless creativity with great flexibility.

With MCC, TC will serve as a learning centre for visitors to learn about the **latest digital media technology** like 2K and 4K projection, so as to let them have a more thorough understanding in the DE industry, as well as to cultivate interests for them to become the next generation of IT entrepreneurs or professional and to become potential tenants of Cyberport.

#### **4K Seminar** - *Keeping Your Hand on the Pulse of 4K Technology*

The 4K seminar held today prior to MCC's official launch was a great success which attracted industry leaders and players to join and learn the latest development on 4K technologies in the region. Apart from sharing the history and trend of camera systems for the feature film market in relation to 4K motion image capture, industry experts also shared their insights into the future of 4K and live broadcasting capabilities for 4K content using satellite transmission technology.

"We are delighted to see the launch of MCC, as an extension of our close collaboration with Cyberport in facilitating the digital entertainment industry growth in the region," said Mr. Muneyuki Kii, Corporate Executive Officer of T-Joy Co. Ltd. of Japan, distributor of the film Tiger & Bunny – The Beginning –. "The establishment of MCC in TC marks a significant milestone in the adoption of the 4K resolution and development of the multi-format supported platform, and paves the way to the future of 4K live broadcasting. The enhanced TC will now help us better capture the market opportunities in the region."

Cyberport is committed to nurturing the development of the ICT industry with ongoing technological innovation, driving industry partnerships and organisation of world-class ICT events, ultimately fostering the growth and competitiveness of Hong Kong.



(From the left) Mr. Tony Ngai, General Manager of Salon Films (HK) Ltd., Dr. David Chung, Chief Technology Officer of Cyberport, Mrs. Sabrina Cubbon, Vice President, Sales and Marketing of Asia Satellite Telecommunications Co. Ltd. and Mr. Muneyuki Kii, Corporate Executive Officer of T-Joy Co. Ltd. celebrating the launch of Master Control Centre and sharing the latest development of 4K technology and the upcoming trends at the 4K Seminar.



Cyberport Master Control Centre (MCC)

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## About Cyberport

Cyberport is a creative digital community with a cluster of technology and digital content tenants. It is managed by Hong Kong Cyberport Management Company Limited which is wholly owned by the Hong Kong SAR Government. With a vision to establish itself as a leading information and communications technology (ICT) hub in the Asia-Pacific region, Cyberport is committed to facilitating the local economy by nurturing ICT industry start-ups and entrepreneurs, driving collaboration to pool resources and create business opportunities, and accelerating ICT adoption through strategic initiatives and partnerships. Equipped with an array of state-of-the-art ICT facilities and a cutting-edge broadband network, the Cyberport community is home to four grade-A intelligent office buildings, a five-star design hotel, and a retail entertainment complex.

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